Market Research Abstracts
Volume 40 July–December 1983

Contents

Journal and sources consulted

Subject Index

Author Index

Section I Survey techniques Abstract Nos 4794-4817

Section II Statistics, models and forecasting
Abstract Nos 4818-4833

Section III Attitude and behaviour research
Abstract Nos 4834-4863

Section IV Psychographics, personality and social psychology
Abstract Nos 4864-4871

Section V Communications: advertising and media research
Abstract Nos 4872-4919

Section VI Applications of research Abstract Nos 4920-4939

Section VII Industrial market research No items

Section VIII Market research and general applications
Abstract Nos 4940

Section IX New product development Abstract Nos 4941-4946

The appropriate section number is given in the top left hand corner of each abstract, before the abstract number.